



EQUALITY PREVENTS VIOLENCE.

CAMPAIGN TO PREVENT DOMESTIC, SEXUAL AND GENDER-BASED VIOLENCE

Visible throughout Switzerland, broadly supported

On **11 November 2025**, the Federal Office for Gender Equality is launching a national prevention campaign. This will be repeated in June and November in subsequent years. The campaign has been developed under the auspices of Federal Councillor Elisabeth Baume-Schneider and with the support of a broad alliance of government bodies and NGOs (see FAQs on next page).

Equality prevents violence

Violence is unacceptable. And yet it affects a large number of people in Switzerland. Equality is an important protective factor against multiple forms of violence. For when people have the same rights, opportunities and possibilities for action, there are fewer power imbalances, discriminatory norms, and social and economic dependencies. All of this helps to prevent violence. The campaign shows victims and their close contacts, as well as (potential) perpetrators, how they can get help and support. It also provides information and guidance, facilitating critical reflection on both individual experiences and personal behaviour. The campaign demonstrates how we can all contribute to preventing violence by treating one another with respect – as equals.

Recognising early warning signs: how does violence start?

The campaign aims to raise public awareness of the early stages of violence: when someone is constantly belittled, controlled or isolated, or when people exploit positions of power and dominance. It is important that the Swiss population learns to recognise and respond to early warning signs of violence before it escalates into serious aggression.

Raising awareness of support services, especially 142

Victims, their close contacts and (potential) perpetrators can find information on counselling and support services at any time on the website. As soon as the three-digit victim support number (142) is operational (probably in May 2026), this service will be prominently featured.

Support the campaign

The campaign will be rolled out across all regions of Switzerland and in digital media. However, for it to be fully effective, it needs to be amplified by as many people and organisations as possible. Share the campaign through your communication channels.

CAMPAIGN FAQs

Who is the campaign aimed at? What are its objectives?

The campaign is aimed at the entire Swiss population. It will successively focus on victims, their close contacts and (potential) perpetrators. Throughout all phases of the campaign, target groups will be able to find advice and support appropriate to their situation on the campaign website.

- *Phase 1 (2025—2026):* The campaign encourages victims to seek help, and highlights the link between gender equality and the prevention of gender-based violence. It also raises public awareness about how violence starts. Once the national victim support number (142) goes live in May 2026, the campaign will help to promote it.
- *Phase 2 (2026—2027):* The campaign supports close contacts of victims, as well as the general public, in taking action if violence is suspected.
- *Phase 3 (from 2028):* The campaign encourages everyone to reflect critically on their own behaviour to prevent words and actions from hurting others. It also encourages people to seek help to prevent (further) violence.

How many language versions of the campaign are available?

All communication material is available in German, French and Italian. Certain content will also be provided in English, Romansh and other languages spoken in Switzerland. In addition, selected information will be made available in simple language.

Where will the campaign appear?

There will be two major campaign waves per year (in November and June), appearing on posters in public spaces and in social media. The campaign's centrepiece is the website, where anyone interested can obtain information and search for suitable support options.

Who was involved in the development of the campaign?

The campaign was developed with the aid of a broadly based alliance of government bodies and NGOs. These include Victim Support Switzerland, the Swiss Conference of Cantonal Ministers of Social Affairs (SODK), Swiss Crime Prevention (SKP), various federal offices – the Federal Office of Public Health (FOPH), the Federal Office of Sport (FOSPO), the Federal Social Insurance Office (FSIO), the Federal Office for the Equality of People with Disabilities (EBGB) and the Swiss Armed Forces – the Swiss Conference against Domestic Violence (SKHG), the Swiss Conference of Gender Equality Delegates (SKG), the Swiss Liaison Centre Committee for the Victims of Crime Act (SVK-OHG), the Swiss Cities Association (SSV), the NGO network for the implementation of the Istanbul Convention, represented by the NGO Frieda ("16 Days of Activism against Gender-based Violence" campaign), Child Protection Switzerland and the umbrella organisation of women's shelters in Switzerland and Liechtenstein (DAO).

The national prevention campaign is one of the measures being implemented by the [Gender Equality Strategy 2030](#). It is also part of the National Action Plan 2022–2026 for the [Implementation of the Istanbul Convention](#), which has been in force in Switzerland since 2018.